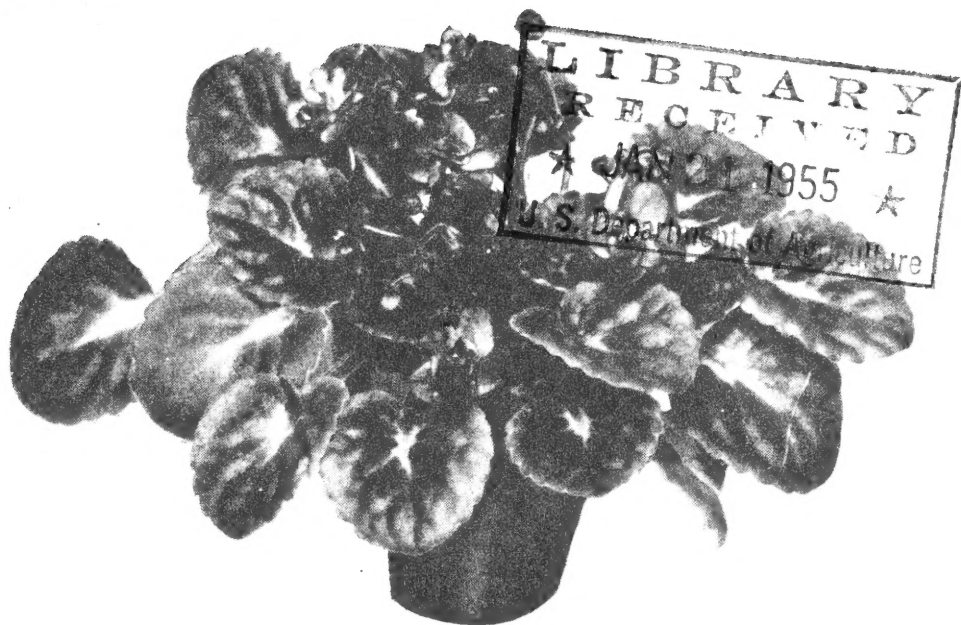


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Re



New 2-Tone DOUBLE VELVET GIRL

Spring Catalog 1955

SPOUTZ AFRICAN VIOLET **GREENHOUSES**

34365 Moravian Drive

Fraser, Mich.

Quality Plants . . . Quality Packing . . . Prices That Please

SPOUTZ

AFRICAN VIOLETS



AFRICAN
VIOLET

GREENHOUSES

34365 MORAVIAN

FRASER, MICH.

Dear Homemaker:

Are you an indoor windowsill gardener? If you have even one potted plant, I'd like to have a moment of your time now, before you turn the pages of this catalog. We all take great pride in keeping our home "friendly" and everyone knows that all "green thumbs" are just plain home folks when it comes to swapping advice and talking about plants. Haven't you noticed that if you have a purple violet, it doesn't take long before you acquire a leaf or two of another kind? In no time at all you find yourself watching for your sprouts to unfold, then what a joy it is to watch the new blossoms unfold, and suddenly, you've found a delightful hobby!

You want African Violets that will bloom without pampering, and you want them to reach you in fine growing condition! You may wonder how we pack them so they arrive without breakage. Our African Violets (individually potted whole plants, not cheap divided roots) are sent with a ball of good earth around the roots, and we wrap well dampened moss around the soil. The plant is enclosed in waxed paper and then anchored firmly onto corrugated padding to prevent shifting within the box . . . guaranteed by us to keep right on growing and blooming! Complete growing instructions included too. We sell both the new varieties for the collector and also the exquisite kinds that are just a few years older, priced for the modest purse.

Be the first in your neighborhood to have a window full of violets, blooming all colors of the rainbow during the winter months when flowers are most appreciated. Send us your order today!

Sincerely, SPOUTZ GREENHOUSES,

Mrs. Jennie Spoutz

2
Catalogs
FREE

New "prospective customers" will receive a Spring and a Fall catalog free, and any order places your name on our regular mailing list.



Scarlet Red

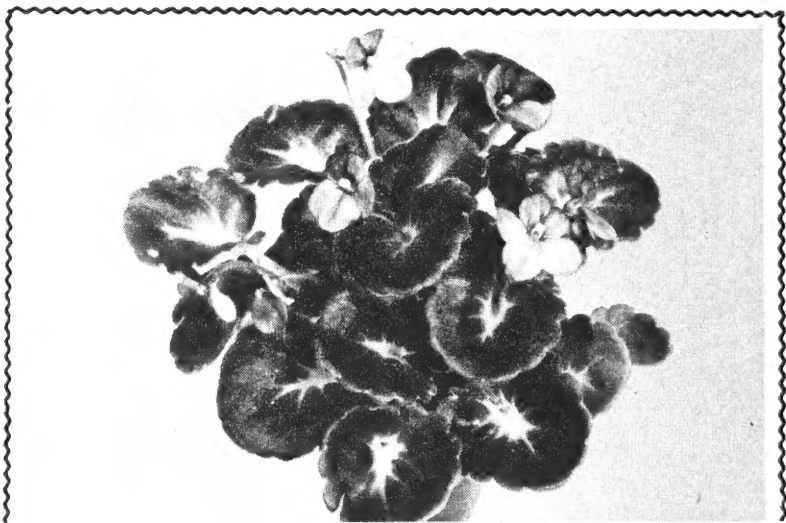
(Episcia Coccinea)

\$2.75

Here's an African Violet Cousin that will catch the eye of every visitor with its extra broad dark velvety-like deeply colored bronze-green leaves with emerald veinings. As each bud opens it's a sight to behold for the Fire Red trumpet shaped flowers are a startling contrast to the dark bronze-green foliage.

Scarlet Red "Episcias" grow in an interesting manner, the mother plant sends out runners, or stolons, to propagate itself, much in the manner of the strawberry plant in your garden. These stolons in turn send out others and soon you have a delightful plant for a hanging basket.

The flowers seem to be cut with a tiny pair of pinking shears, are a true scarlet, that appear on the new stolons as well as the mother plant.



Brenita Girl

\$2.25

BRAND NEW . . . Flowers of a pleasing rose-lavender and entirely distinct from all others. The blossoms reflect handsomely in the sunlight and you will receive many compliments on the size of each flower, with its upper 2 petals a bit deeper than the lower 3. The color is more intense around the bright yellow stamen, but the overall tone is of a rose lavender.

A Fancier's variety. Most dependable, blooms profusely with all flowers held well above the medium green highly serrated girl foliage.

This is one of the prettiest and daintiest of the "girls" because of the extra nice scalloping.

Just imagine how nice and cheery your kitchen will be with just one or two of our good African Violet plants! Why not start your collection today?



Ruffled Queen

Fringed Dark Burgundy

\$3.25

Here's an African Violet that's sure to catch the roving eye! The above photograph does not completely do this plant justice for we tried to show both the flowers and the robust foliage clearly.

Never before has any variety been No. 1 Best Seller every season since its introduction! It's a record that hasn't been topped, and if you must limit yourself to just one plant, order Ruffled Queen! It is very choice and merits the consideration of every serious African Violet enthusiast!

WORD PICTURE: Long lasting flowers, velvety dark burgundy, of giant size and heavy substance, with each petal so ruffled and frilled it gives the appearance of being edged with lace of a lighter shade than the rest of the flower. As each bud unfolds it's a joy to behold for the crinkled edges remind you of starched ruffles even on the reverse of the blossoms! A superior bloomer with well-branched flower stalks.



Pink Angel

\$2.75

A NEW PINK is always welcome to your collection and this new dainty pastel pink is a must!

There is a fresh purity of tone and melting softness of color that appeals to all of us. The truly dainty pastel of Pink Angel is not found in any other variety.

The large smooth tailored foliage, that is dark in color and lightly quilted and has a stunning reddish reverse that is held high and is very showy.

Entirely different from any other violets we have sold, it is one to be admired at close range and is especially suited to a forward position in your collection.

We guarantee satisfaction so you may place your order with confidence. All varieties we sell will thrive and bloom for you without pampering!

Star Girl

\$1.75

A brand new beauty with striking flowers! It surely is exciting to watch each bud open on this one.

This new variety will blossom with a white centered petal, and will be daintily outlined with a soft blue

that extends to the middle of the flower, thereby causing a star effect. The lovely soft dark green well scalloped "girl" foliage grows neat and compact. A good grower and prolific bloomer.

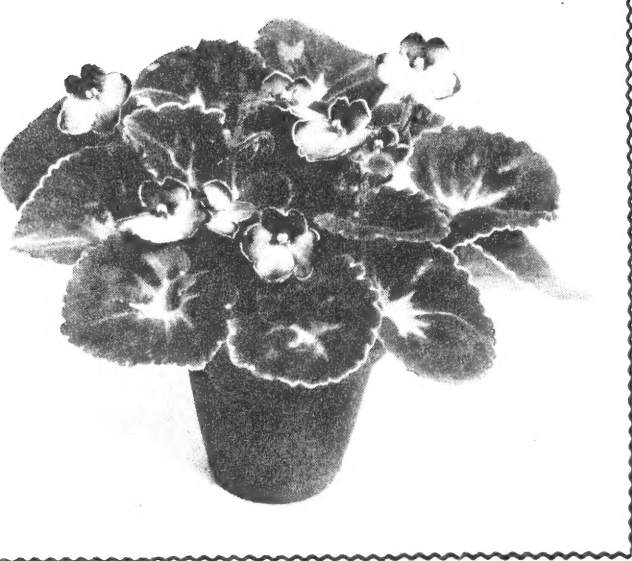


Sea Girl

\$2.00

If you are looking for a friendly plant, with many virtues, buy Sea Girl. The double-flowered medium blue will be your favorite for a long time. Remarkable for the number of flowers and its

velvety finish. Widely opened blossoms of exquisite coloring, and an A-1 performer. Flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently rippled.



Velvet Girl

(2-tone red)

\$2.50

The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean-cut and adorable and a very good bloomer, with outstanding fluted foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow—lots of flowers.

African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please! All prices are "postpaid."

Confirmed gardeners are happy people . . . they develop and revel in beauty around their homes. You forget worries and troubles in tending a garden. Your windowsill garden of African Violets will be a real year-around pleasure!

Fluffy Double

\$1.75



One of the greatest thrills of collecting African Violets comes from the addition of an exceptionally choice variety. We are proud to offer this outstanding introduction of several hybridizers, which is the result of years of cross breeding.

Fluffy Double, with it's clusters of large, double white blooms, softly blushed and tinted here and there with rose or blue are very striking. The combinations of these colors vary with almost every flower

The foliage is a rich green and rather quilted, truly exquisite! Extra large flowers and so many of them. Be the first in your neighborhood to own this 2-tone Fluffy Double.

TO CUSTOMERS WHO'D RATHER "COME AND GET 'EM"

Our greenhouses are located at the corner of Schoenherr and Moravian Drive, between 14 and 15 Mile Roads. Schoenherr starts at Gratiot and 6 Mile in Northeast Detroit. Phone: Warren 5011. Bank references: State Bank of Fraser, Fraser, Michigan.



**Double
Flowering**

Wintergreen

\$3.50

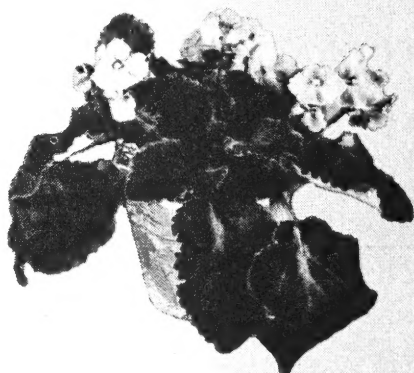
A rare violet indeed, growing exactly as pictured! The foliage is speckled chartreuse and marbled forest green, with

double white flowers that are tinted light blue in the center. Really different, brand new and a sensation when exhibited for the first time at the African Violet Convention held in Nashville, Tenn., last April.

Edith Cavell

\$3.25

Here's an adorable newcomer listed in our catalog for the first time this season! How I adore the exquisite mauve-lavender pastel ruffled flowers, nestled in clusters like jewels atop the darkest bronze-green foliage . . . very choice.



Lavender Beauty

\$1.50



If you're a beginner and violets are new to you, we recommend *Lavender Beauty*. It's easy to grow, always in bloom, and priced low to start your collection. Dependable!

The picture is an excellent likeness. Petals have a soft satiny finish and glisten with frosty particles, in a true pastel lavender. Don't be a Doubting Thomas, but prove to yourself that our violets do grow and bloom as we say they will!



Double-Flowering

Queen Neptune

\$1.75

There are so many large sized fully double flowers of darkest blue, that it may be difficult to see where each blossom starts: If you need this color in your collection, or if you have no

doubles now, we recommend *Queen Neptune* for its beautiful dark green quilted foliage, that commands attention for the wonderful satiny gleam—and because it's the **BEST** in its class!

The Best 42 African Violet Varieties

A FAIR TRIAL OFFER: If you've never ordered from us before, let us prove to you that we KNOW HOW to pack plants for shipping. For \$1 each plant (limit is 2) we'll send a variety of OUR CHOICE properly labeled. You save money and we prove that our plants are all we say they are. To avoid duplication, mention colors you have now. Remember variety is OUR CHOICE. Limit 2 plants to a customer @ **\$1.00** each.

ADA MAGILL: Named in honor of the President of the African Violet Society during 1954. And, destined to be a top favorite! Beautiful camellia-type fully double white flowers, opening a delicate chartreuse and expanding to almost a pure waxy-white, with extra heavy substance and SIZE! Great clusters are on medium stems making snowy-white bouquets nestled among the strong Supreme-type foliage. Very choice, rare. **\$4.00**

APPLE BLOSSOM: Giant-sized white flowers of wax-like substance that are brushed with pastel rose-orchid at the edges and in the center. Loads of flowers too! **\$2.25**

BI-COLOR: A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale orchid coloring of the rest of the blossom. Very dark foliage. Dependable too! **\$1.25**

BLACK LACE: Large dark purple fringed blossom. The flowers are so vivid and alive, intensely colored blackish purple of even tone with a dainty fringed edge, very striking! Foliage remains compact, is gently waved, yet strong and husky. Another of our new varieties this spring! **\$3.00**

BLUE HEIRESS: Spectacular 2 ½" flowers of brilliant blue which will make your collection the envy of the neighborhood! The heavily scalloped foliage has pencil-thick stems which grow in perfect rosette form. You will receive many astonished and envious compliments for its strong husky appearance and grandiose flower stalks! **\$2.00**

BLUE KNIGHT: A free-blooming violet that we like to sell for it has easy-to-pack supple foliage, and we get lots of plants from each leaf cutting. It's priced low too! Flowers same color, almost same size as Blue Heiress; the leaves are dark and handsome, with neat growing habit. **\$1.50**

BLUE OHIO: (Giant Dark Blue) A profuse bloomer with extremely large deep rich blue flowers. The dark green foliage has "pinked" edges with a rose tint underneath. When grown in ideal conditions the plants have produced flowers of 2 ½" across! Pictured on the back cover. **\$3.00**

BRENITA GIRL: Brand New! A true rose-lavender with upper 2 petals a bit deeper than the lower 3; but the overall tone is a rose-lavender. A fancier's variety, most dependable, blooms profusely with all flowers held high above the foliage. Pictured on page 4. **\$2.25**

BRONZE BLUE BEAUTY: Very different! The dark green waxy heart shaped leaves are so ladylike and graceful with fluted edges and a rosy tint underneath. The violet blue flowers with a bright yellow eye in the center are a striking combination. A good grower and a prolific bloomer. We recommend it highly. **\$1.75**

DOUBLE VELVET GIRL: (Double flowering 2-tone red) This is a brand new introduction, very choice. The double blossoms have the 2-tone effect of the beautiful single Velvet Girl. A true aristocrat of the highest quality. A profuse bloomer with flowers held well above the pretty fluted "girl" foliage. Pictured on the front cover. **\$3.25**

EDITH CAVELL: Delicate pastel blend of mauve-lavender and pearl, daintily ruffled and frilled at the petal edges . . . perfect fully rounded form . . . luscious coloring . . . this is the new creation that brought me back again and again to beg for "just one more plant . . . for our African Violet Show in November . . ." when I visited the greenhouses of the hybridizers of a new series of frilled seedlings! See page 10! **\$3.25**

FLUFFY DOUBLE: Pictured on page 9, and exquisite! Fluffy double white blossoms of sparkling substance, center petals shaded lightly with rosy blue and with bright golden stamens. An easy bloomer, every bud will unfurl slowly and the large flowers will last a long time. **\$1.75**

FROSTY: We had a limited supply of Frosty with those creamy-yellow and chartreuse variegated leaves, and we described it in our Spring 1953 catalog. It took us till October to fill those orders! A prize-winner at the National Convention; flowers are white and blue. This is a true connoisseur's variety. Reserve your plant now, we'll ship orders in rotation early Spring. **\$4.00**

GENEVA BEAUTY: You won't have to look twice to notice the white edging on this midnight blue flower . . . it's very striking! And such wonderful branching, always 8 or more blossoms on every stalk. Easy to grow, not temperamental. Yes, African Violets like this have real personality! **\$3.00**

GIBSON GIRL: Here's a different shade from any violet we have grown, a new and very pleasing pastel blue-lavender! We'd like to see Gibson Girl in every collection. It's especially suited for beginners for it's easy to bloom, has the feminine girl-type leaf, remains compact for windowsills—truly a violet you'll call your favorite because it blends so nicely with the pinks and velvety purples. **\$1.75**

GYPSY: Really bright rose-orchid, a color which will attract much attention in your home. One of the newer violets we've been growing in quantity to be priced low for new enthusiasts. If you have a limited amount to spend for violets we know you'll enjoy owning our Gypsy. Always many large round flowers with smooth coloring! Girl-type leaf **\$1.75**

HILDEGARD: A sister seedling of Edith Cavell in a lively frilly rose-orchid with rich green leaves. Since we grow all varieties we sell side by side, we compared the flower of Hildegard with that of Gypsy described above; they're quite similar in color. But we're so fond of that dainty fluting on each flower petal, we just couldn't pass it by. **\$3.00**

HOLLY: If only this could be shown in color because the foliage of Holly must be seen to be realized! Darkest bronze green, very frilled and pointed crisply at the edges and royal purple beneath. Truly the darkest leaf and the shiniest leaf you've ever seen! No other variety in our catalog has a leaf like Holly. Lots of blue flowers too. **\$2.25**

LADY ENCHANTRESS: Every deep wine flower has a sugar-white edging that makes it sparkle . . . and this dependable bloomer is surrounded by darkest green girl-type foliage, making it a beautiful picture on your windowsill. Introduced just last Fall and very much in demand. **\$2.25**

LAVENDER BEAUTY: Not new but so distinguished and well established in all collections that we illustrate it right up front . . . see page 11! Lavender Beauty ranks with Velvet Girl as the 2 finest and most beautiful time-tested violets of today. Exquisite fresh silvery lavender, melting softness of color, petals that glisten, countless widely opened large flowers on well branched stems . . . all the superior qualities that guarantee a high rating in our Best Seller list! So much . . . for so little! **\$1.50**

LAVENDER PINK DEBUTANTE: A beautifully fringed light lavender. The golden stamens in the center of each flower stand out like a jewel in a dainty setting. The exquisitely "pinked" edge of the foliage adds to the rich beauty of this new variety. **\$3.25**

MELODY: Brand new double and our very own introduction this season! Experts consider Lavender Beauty as the guide in judging QUALITY, and new Melody is from the same line of breeding and coloring! Eye-catching swirling petals in an enticingly new formation open so completely as to reveal a golden crested stamens, yet more and more petals twirling about in tiers almost hide that jewel-bright crown! Frost-like particles gleam artfully to produce exquisite shading in each exhibition sized foamy double blossom. A registered variety that will win blue ribbons for you in any African Violet Society Exhibition. Reserve your plant! **\$3.00**

PAINTED GIRL: Cheerful snappy sparkling white with red edging, or a star-like pattern . . . there's whole clusters of gaily assorted designs . . . very popular! Lots of good sized flowers held firmly above the foliage. The beautiful frilled "girl" type leaves make this a very lively combination. **\$1.75**

spoutz african violet greenhouse . . . fraser, michigan

PINK ANGEL: A dainty pastel pink with foliage and flowers that are both larger in size than most varieties. Many widely opened blossoms at a time. The smooth tailored foliage, very dark and lightly quilted with a reddish reverse. Very stunning alongside a blue. Pictured on page 6. **\$2.75**

PINK GIRL: Collectors of girl type foliage have considered this a favorite. The individual flowers show off beautifully above neat rosette growth. Excellent bloomer. Pretty scalloped leaf, plants will always grow compact, neat. **\$1.25**

PINK WONDER (Pat.): Here's the newcomer that captured all those ribbons at its debut at the African Violet Convention held in Nashville, Tennessee! Exactly what the name implies and a must for all collectors . . . those who want the BEST: Beautifully symmetrical exhibition-type plants with whole bouquets of brightest waxy-pink blossoms. Immense buds unfold into huge flowers perfectly spaced on stalks that boast of magnificent branching . . . yes we've counted 15 to 20 buds on our plants! See page 22. **\$3.00**

PURPLE KNIGHT: This famous seedling has been a favorite here for the past 2 years so we dropped the older sorts in this color class . . . we've made room for this superior dark Purple Knight! All good habits: easy to bloom with giant sized flowers, strong stems, a very fine gift plant. **\$1.25**

QUEEN NEPTUNE: Our Spring 1950 catalog listed this one for the first time, and now it is priced low so as to be in YOUR collection! Fully double flowers with each petal placed "just so" to form a beautiful bloom of darkest blue. See page 11. A real novelty! **\$1.75**

spoutz african violet greenhouse . . . fraser, michigan

RAINBOW GIANT: Bold and manly in appearance, a lusty grower possessing super sized flowers of burgundy red, each petal narrowly edged with snowy white. An excellent bloomer. A real giant. **\$2.75**

RED KING: Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for its free-blooming habit. We have counted more blossoms on Red King than any other variety we grow! We've seen many newer "reds" but still prefer the captivating Red King for its exceptionally fine windowsill qualities. For a rare treat, display Red King next to baby blue Sailor Girl! See page 27. **\$2.25**

ROYAL SCOT: We know that double blue Queen Neptune has been a favorite because of those deeply spooned dark green leaves which are flushed wine underneath and heavily quilted. Now we have Royal Scot with that same grand shiny leaf and big puffy double plum-wine flowers! Wonderful show plant! **\$2.00**

RUFFLED QUEEN: Leading hybridizers are still working to produce new seedling hybrids with that spectacular fringe that Ruffled Queen alone possesses! All that has been said about this gorgeous creation is true but it has to be seen to be realized . . . aristocratic Silver-Dollar sized flowers that will give you a thrill every time you talk violets! If you have a violet fan that you owe a present to, nothing could please her more than to own this rare gem! Fringed dark burgundy flowers . . . See page 5! **\$3.25**

SAILOR GIRL: We can't say that it has large flowers or that it will grow to great size, but if you're looking for a friendly pot plant with many virtues, read on. The sweet flowers remind you of round bells (they do not open up widely), soft baby blue distinctly deeper in the center with cheerful golden stamens, pleasantly surrounded by clean-cut neat girl-type foliage. Prolific bloomer. **\$1.25**

SEA GIRL: A medium-light blue, yet so vivid and vibrant! Remarkable for the number of flowers and its velvety finish. Widely opened blossoms of exquisite coloring, and an A-1 performer. Flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently rippled. Shown on page 7. **\$2.00**

SCARLET RED: "New Trumpet Shaped" FIRE-RED flowers. This unusual climbing African Violet cousin (*Episcia Coccinea*), which has bright scarlet RED blossoms with deep velvety-like bronze-green leaves with emerald veinings will provide variety and add interest to your collection. Pictured on page 3. **\$2.75**

SHOCKING PINK: There's nothing quiet or demure about this new variety . . . it shouts for attention! We've been growing it in great quantity so as to price it low for beginners who have not been impressed with those older pale-leaved and small-flowered pinks that have been sold for years! Truly bright pink, real easy to bloom. **\$1.75**

SNOW PRINCE: Absolutely pure white flowers that are full, round, and truly bigger than a Silver Dollar! If you have had trouble growing the pure white ones, we guarantee that SNOW PRINCE will give you new confidence! The widely opened flowers glisten in the sunlight and your plant will always have loads of flowers and buds held high on strong stems. Tailored foliage, graceful and neat growing habits. Our healthy plants are anxious to bloom for you. **\$2.00**

STAR GIRL: A brand new beauty with striking flowers. They are white centered, and daintily outlined with soft blue that extends to the middle of the flower, thereby causing a star effect. Lovely well scalloped "girl" foliage. A good grower and prolific bloomer. Pictured on page 7. **\$1.50**

VANITY: We regularly visit leading hybridizers, searching for choice new varieties and we were most fortunate to be able to buy all the "rights" to an unnamed seedling now registered as "Vanity." Gigantic flowers of richest orchid-rose and lightly frilled at the petal edges . . . a superior bloomer whose long-lasting blossoms grow larger, more beautiful day by day. Our stock is limited, early orders will be shipped first. **\$2.75**

VELVET GIRL: Shown on page 8 and really striking, in a two-tone red combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich light red in tone, with a permanent red-garnet edging at the outside tip of each petal. The upper 2 petals are solid velvety dark garnet and this doesn't fade out a bit! A profuse bloomer. Handsome strong girl-type foliage. Has been our 2nd best seller again last year and every year since its introduction! For sharpest coloring we recommend using our Pokon Plant Food. **\$2.50**

WHITE MADONNA: Winner of 3 awards including the Blue Ribbon for the best mutant shown at the National African Violet Convention in Tennessee! Huge buds unfold from a cream shade into crystal-clean sparkling white petals, forming those large double white blossoms that won praises and prizes from the experts who know violets! Blossoms carried in profusion just above the dark green girl-type foliage, making a striking contrast! **\$3.50**

WINTERGREEN: The photograph shown on page 10 is an exact likeness so that you may see for yourself that there's always something new to look forward to for your collection! A strong grower, producing many white and blue double flowers, with variegated foliage speckled with dark green. Rare and very choice! **\$3.50**

Real Money-Saving Specials

OUR BEGINNER'S COLLECTION

Gibson Girl (blue lavender) Painted Girl (white and red)
Gypsy (orchid rose) Queen Neptune (double dark blue)
Lacy Girl (fringed purple) Shocking Pink (bright pink)
Sailor's Delight (light blue double)

Any 4 varieties listed above for \$6.00 (a \$7.00 value)

Or, all 7 plants listed above for \$9.75 (\$12.25 value)

If you are starting your collection this season, here is your chance to secure a great range of color . . . most of the best for the least! And you will have them to enjoy year after year, flowers all winter long . . . so much for so little! Plants are taken from our regular stock, labeled, postpaid.

OUR DELUXE COLLECTION

Edith Cavell (pearly mauve) Melody (exquisite double)
Geneva Beauty (purple, white
edged) Pink Wonder (bright pink)
Hildegard (frilly rose-orchid) White Madonna (double white)
Frosty (variegated leaf)

Any 4 varieties listed above for \$11.75 (up to \$14.00 value)

All 7 plants, one each, for just \$19.75 (a real \$23.25 value)

One of the greatest thrills in this violet hobby comes from the addition of an exceptionally choice variety. The above 7 newcomers in this catalog will certainly add new life to your collection. Genuinely different and real prize-winners that you'll be proud to exhibit at Flower Shows . . . they represent the latest! Very much in demand, you must order early!

OUR GIANT-FLOWERED SPECIAL FOR EXPERIENCED GREEN THUMBS

Labeled, Postpaid, from Regular Stock.

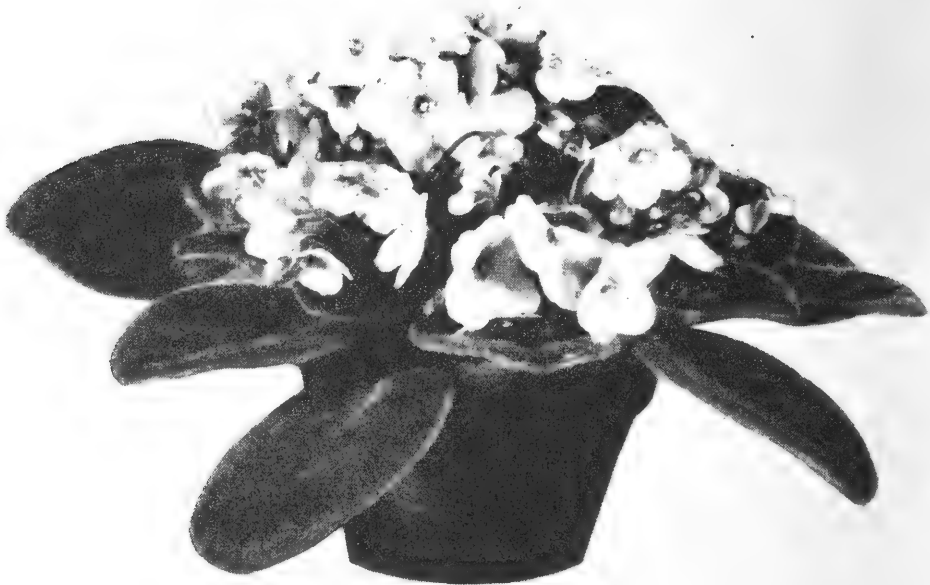
LAVENDER PINK DEBUTANTE
(\$3.25 value)

BLUE HEIRESS
(\$2.00 value)

BLUE OHIO
(\$3.00 value)

These 3 for \$6.25 (a \$7.00 value)

We're growing plenty for sales here at the greenhouse and for our mail order business, too . . . no substitutions allowed. A combination like this is bound to make every visitor in your home ask "where did you get those giants!" And you'll receive more praises from this trio than you can imagine! We're anxious to place our violets where they'll be appreciated . . . have you room for these beauties?



Prize Winning

Pink Wonder

\$3.00

Here's the new large deep pink that captured all those ribbons at the African Violet Convention held in Nashville, Tennessee! Exactly what the name implies and a must for all collectors . . . those who want the BEST. Beautifully Symmetrical exhibition-type plants with whole bouquets of brightest waxy-pink blossoms.

Immense buds unfold into huge flowers perfectly spaced on stalks that boast of magnificent branching. Pink Wonder is an abundant bloomer—we have counted 15 to 20 buds of a beautiful deep pink. Flowers hold their color, though it welcomes light shade from the afternoon sun. Blossoms are round, have a smooth texture, and at the height of beauty when placed alongside BLUE OHIO!

We realize there is no advertisement as important to a business as a satisfied customer. Let us prove that our African Violets are superior!



Blue Heiress

\$2.00

This splendid new DuPont seedling is one of the finest single flowered introductions of the year . . . will certainly add life to your window garden!

Blue Heiress is a sure producer of enormous 2½-inch flowers, and lots of them, for this strain is known for its free-blooming habit and flowers of unusual substance. The combination of DuPont foliage and "girl-type fluting" is brand new.

Imagine leaf stalks as rigid as a pencil, radiating almost horizontally from the center, making a perfect rosette. A real prize winner in all ways!

~~~~~ SPECIAL NOTE ON 6 VARIETIES ~~~~~

Apple Blossom

Black Lace

Blue Heiress

Blue Chip

Lavender Pink Debutante

Ruffled Queen

These varieties grow more slowly, and are more difficult to pack because extra heavy type foliage and brittle stems just won't bend, so they are smaller size plants than we regularly ship. When fully grown, however, each will receive envious compliments for husky appearance and grandiose flower stalks. Your neighbors will beg for your secret and ask "how do you make the flowers so big!" 23

For bigger flowers, better foliage, healthier roots, we recommend and use . . .



POKON PLANT FOOD

"Imported direct from Holland"

**DOES NOT CONTAIN CHLORIDE
WHICH BURNS THE ROOTS**

We use Pokon in our African Violet greenhouses regularly. Our customers who have used this product from Holland for eight years send us unsolicited testimonials like this one, received in August 1952, from Mrs. H. B., of Greensburg, Indiana — "I just had to drop a line about Pokon. I have had wonderful results. All my neighbors just "Oh" and "Ah" about the large and many blooms on my violets. Some of them are common kinds but they surely don't look it when I use Pokon."

If YOU have had trouble getting your African Violets to bloom, the trouble might lie in the fertilizer you have been using, for violet roots are tender and chloride and wrong fertilizer can ruin your collection in no time at all.

Here's what you should do. Compare the analysis of Pokon (16-21-27) with whatever you've been using, and notice the high concentration of nutritive elements which has made Pokon world known. Pokon dissolves instantly and completely. Odorless. Simply dissolve a teaspoon of the crystals in a quart of water, use this every other week. Left over solution can be saved till used up.

Here's what Pokon costs: Just 4 cents a plant a year! You must feed your plants for biggest flowers, and you will notice the difference at once, for Pokon promotes stronger root systems and richer darker foliage, PLUS longer lasting flowers!

POKON PRICES

With any order:

25¢ size — 25¢

75¢ size — 75¢

\$1.00 size — \$1.00

If sent alone:

25¢ plus 25¢ mail charge — \$.50

75¢ plus 25¢ mail charge — \$1.00

\$1.00 plus 25¢ mail charge — \$1.25

"Recollection of Quality Remains Long After Price Is Forgotten"

So Our Policy is . . .

You be the Judge of Value — We Are Anxious to Please

GROWING instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation, how to save a plant that has been damaged; information on watering, fertilizing. You don't need a green thumb, just a few rules!

Since we cannot ship plants during winter months, all orders received in the winter will be put on record and we will commence mailing plants starting mid-April or so. Whenever the weather in Detroit is above 40°. Since we would have to replace at our expense any that arrive damaged, you can understand our caution. Earlier shipments will be made at customer's insistence . . . and risk. But it takes so long to grow a nice plant, we hope you will allow us to select the proper shipping time to your area. The non-perishables like soil, etc., will be mailed in any weather.

ORDER EARLY because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

OUR CATALOG is sent regularly to customers on record.

EVERYTHING is priced **POSTPAID** to your door (no C.O.D.).

ALL PLANTS are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants . . . send your catalog to

1. _____

2. _____

No matter what your selection, you are assured of
Quality Plants and Quality Packing.

Red King

**Deepest red so far*

**Holds its color*

**A profuse bloomer*

\$2.25



We hasten to admit that truly crimson red African Violets aren't to be had but this one is the nicest we've seen. Red King holds its color and makes a compact plant. When grown in a sunny window the foliage shows unusual darkness!

As in the past, we have looked carefully at all the "newer" reds that have been named, and we still believe that Red King outdistances all others. The picture above shows its neat growing habit, and it is easy to bloom, with eight and more buds and flowers per stalk, held well above the foliage. Red King holds its color evenly (remember, it's not a fireman's red), and young plants are covered with claret-to-wine good sized flowers. Very aristocratic!

We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older which have stood the test of time, and priced lower. You can rely on our descriptions!

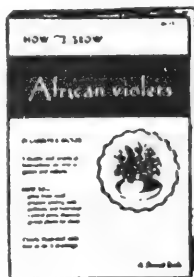
•
A customer wrote us: "I'm glad I sent in my order soon as your catalog arrived. Your packing was just grand, and my plants arrived yesterday. They were so nice and fresh that my neighbors would hardly believe they came from such a distance."

3 Books for More and Bigger Flowers

\$1.35—"HOW TO GROW AFRICAN VIOLETS"

by Carolyn Rector — 94 pages

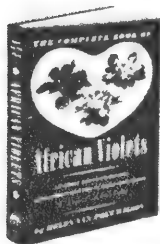
Beginners . . . here is the book for you. Chapter 2 starts off with "Let us say that an African Violet addict offers you a leaf." . . . and Chapter 3 commences "so now your leaves have rooted nicely" . . . and this book carries you right along (neighborly-like) to Chapter 14 on "Grooming Plants for the Show Room." Mrs. Rector has filled every page with money-saving ideas; there are many clear drawings to guide you.



\$2.95—"THE COMPLETE BOOK OF AFRICAN VIOLETS"

by Helen Van Pelt Wilson — 245 pages

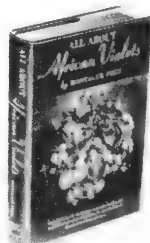
Instead of revising her first book, Mrs. Wilson has written a completely new one, which contains 29 photographs in full color! Many experts have contributed to the information presented, and drawings added. Collectors interested in exhibiting their plants will be interested in the chapter on "Show Business and Judging."



\$3.50—"ALL ABOUT AFRICAN VIOLETS"

by Montague Free — 304 pages

I was interested in this book long before it was printed, for Mr. Free is one of the associate editors of "10,000 Garden Questions Answered" . . . a book which I consider a gold mine of practical information for an amateur gardener. But going back to Mr. Free's "ALL ABOUT AFRICAN VIOLETS," it was written about plants Mr. Free took care of himself. Every problem you are likely to meet under home conditions is taken care of. Non-technical and very humorous. You're sure to enjoy his droll observations of some of the varieties "discussed" . . . 69 pages worth! Collectors . . . don't miss this book. Includes 111 photographs on varieties, propagation; 28 color drawings. Yes, this big book contains 304 pages!



"BOOKS MAKE A PERFECT GIFT"

To Beautify Your Window Garden

ORDER

"Wik-Fed" Flower Pots

made of unbreakable Styron Plastic!



Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills and tables, no chance for staining. You just fill the base with water when the wick is dry, about every 10 days. Glamourize your windowsill garden with these new last-a-lifetime Wik-Fed flower pots.

Colors: Chartreuse, coral, canyon gray, blue, yellow, green, red, ivory, bronze, pink, and lavender. Each with a highly polished black base, complete with the wick that gives your plants a constant supply of water. Prices are postpaid.

	Each	Per 3	Per 6	Per 12
Regular 4" size	\$1.50	\$4.25	\$8.00	\$15.00
Larger 5" size	\$2.00	\$5.75	\$11.00	\$21.00

Our Guarantee of Satisfaction Included With Every Order

Dear Customer:

We were glad to pack your order and hope you're pleased. Everything in this box is guaranteed to arrive in fine condition and if it isn't, please return promptly. This offer expires in 10 days.

Our African Violets will grow and bloom for you, just keep the Growing Instructions handy in your catalog. Remember, we're anxious to please and ready to help, because your collection is very important to us.

Sincerely,

Charles and Jennie Spoutz

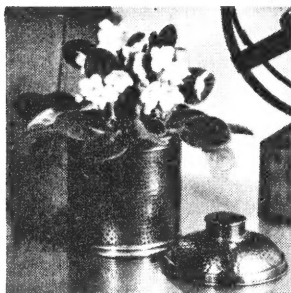
Our African Violet Potting Soil

A quality tested product that is mixed just for African Violets. Makes them grow and bloom profusely. Packaged in moisture-proof plastic bags to keep from drying out, till used. Steam-sterilized too! For the protection of your plants, do not add a thing to this soil, composed of leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, vermiculite, and a few wee stones essential for proper drainage. Keep some handy!



PRICE: 1 package (2½ #) for \$1.75 postpaid

2 pkgs. — (5 #) for \$3.25 postpaid



It is Easy to Grow African Violets

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be a confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

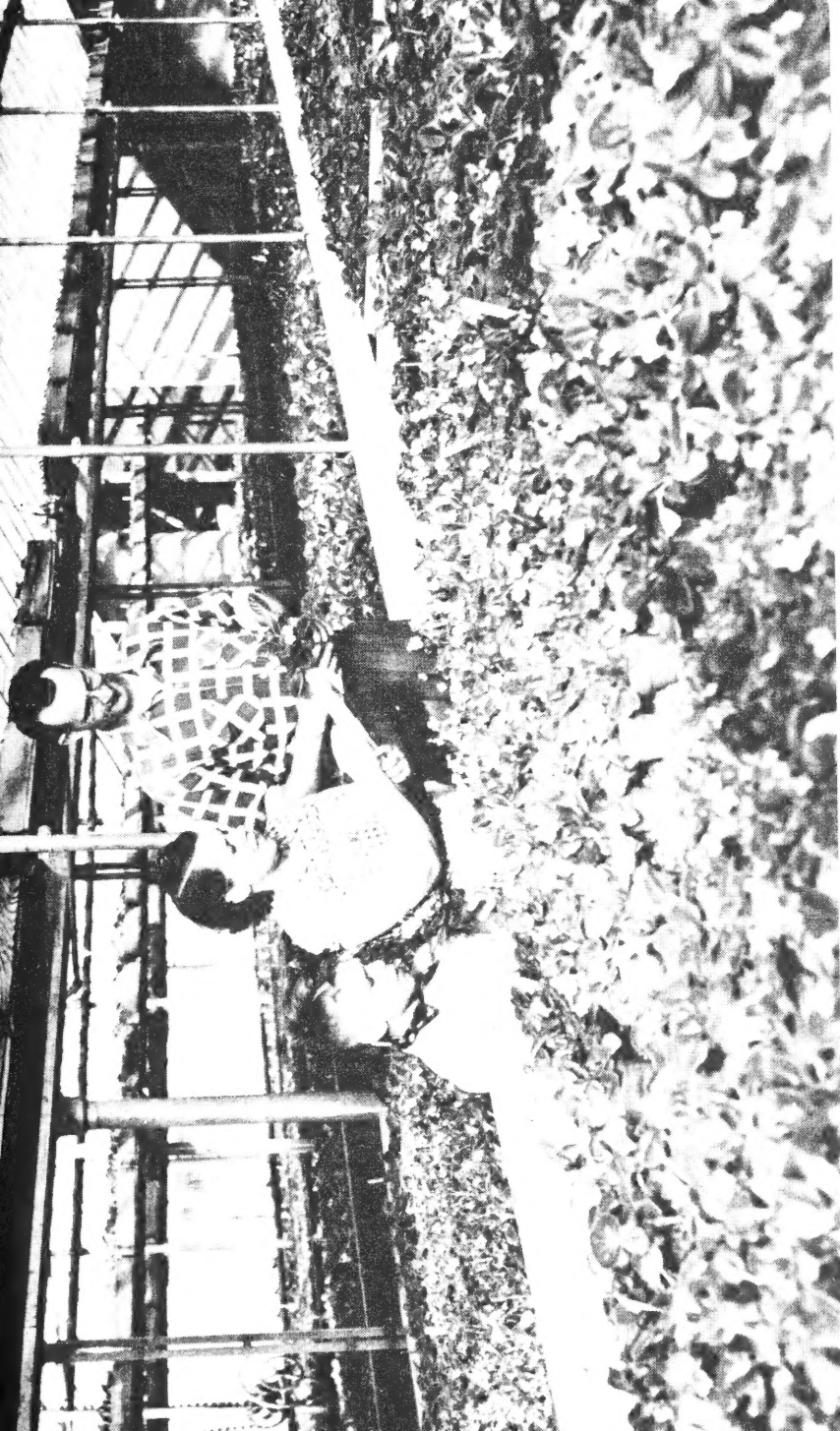
I wish I could convince everyone that my healthy plants, plus a Wik-fed pot, a window, and my good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you need to keep your plants looking nice. They need some sunlight.

If you mix your own soil take: 4 parts good garden soil, 4 parts rich woods earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure. You'll have to sterilize by baking this one hour at 250° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!

Now look for a pot that is in proportion to the plant, too much pot detracts from the beauty of your plant. The Wik-fed pots allow for proper drainage, or select any kind with a hole or two in the bottom. Our customers report that Pokon Plant Food enriches the color of your foliage, increases the size of the flowers and generally increases the loveliness of your violets.

Don't spill hot or cold water on the foliage as this will spoil the appearance by causing brown markings. These plants originated in Africa, so they appreciate warm temperatures. Of course, you wouldn't want them to die with sunstroke by allowing the hot sun to shine directly upon them thru a plate glass window.

Now if you have some old gnarled plants that just don't look right to you, firmly resolve to throw them out and start anew! Coddling a weak specimen on your limited windowsill just isn't worth it, when you recall how many nice healthy plants are anxious for a spot to show appreciation by dutifully rewarding you with flowers. Give them room to be graceful, don't separate plants that are blooming lest you knock off the flowers; and don't let me frighten you, they're easy to grow!



SPOUTZ AFRICAN
VIOLET

GREENHOUSES

34365 MORAVIAN DRIVE

FRASER, MICH.



Blue Ohio

SPOUTZ AFRICAN GREENHOUSES

VIOLET

34365 MORAVIAN DRIVE

FRASER, MICH.

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over the "permit section".